cross-referencing the vendor and transaction type in vendor and transaction type/protocol relations 1150.

In a step 1963, transaction processor 1802 executes the transaction using the protocol selected in step 1962. After the transaction is completed, transaction processor 1802 optionally updates transaction quantity data item in vendor list 920 for the transaction type performed. In a step 1970 the method ends.

Targeted Advertising

Categorization of elements within a user's BOM and selection of third-party part numbers by a user provides system 100 with information about the interests and activities of the user. This information allows the manager of system 100 to display targeted advertising to the user. The manager of system 100 offers advertising space based on a user's element categorizations and part numbers. For example, if a user has elements within their private user-specified element list 1160 categorized as "electronic power supply-switch mode" they are shown advertisements related to alternative power supplies or DC-DC converters. In another example, a user has specified a part number 00-1234 from manufacturer A. Manufacturer B pays for advertisements to be shown to all users that specify part 00-1234 offering an alternative part. This permits vendors to deliver advertising to potential users that are known to be specifying a competitive compatible part and to users that are known to be interested in specific types of components. Vendors are also able to cross-sell to users who have already specified their parts. The targeted delivery of information need not be limited to advertising. For example, product

updates, recall notices, and application notes can be delivered to users of specific products.